

IN THE CLAIMS

The following listing of claims replaces all prior versions and listings of claims in the application.

Claim 1 (currently amended): An advertisement delivery/management system for delivering an advertisement according to priority on a viewer-by-viewer basis ~~through a selected media~~, comprising:

an advertisement delivery means server for delivering advertisements to each of viewers through said media an advertisement to a viewer;

advertisement delivery management means for managing said advertisements to be delivered from said advertisement delivery means server to said viewer in accordance with a to each of said viewers, according to priority; and

an advertisement database for storing respective advertisement digital advertisement data of said advertisement to be delivered from said advertisement delivery server, managed advertisements;

wherein said advertisement delivery management means includes:

advertisement verification means for verifying the a particularity of each of said managed advertisements said advertisement to be delivered; and

advertisement digital data change/update means for changing or updating said advertisement digital data stored in said advertisement database, and wherein said advertisement verification means is operable to:

calculate an authorization coefficient for said particularity of said advertisement to be delivered; and

determine, based on said calculated authorization coefficient, whether a delivery of said advertisement to be delivered is authorized by (a) verifying a broadcast authorization information pre-registered for said advertisement to be delivered, and a specific condition to be determined at a time of a delivery of said advertisement to be delivered, and/or (b) verifying whether a category, a product or an advertiser of an advertisement to be prepared for a delivery in priority is matched with a requirement of a currently accessing program provider, or of a

program into which said advertisement is to be inserted, and/or (c) verifying whether a program or a program type, into which said advertisement to be prepared for a delivery in priority is inserted, is an insertion-rejection program or an insertion-rejection program type by an advertiser of said advertisement.

Claims 2 to 21 (canceled).

Claim 22 (new): An advertisement delivery/management system as defined in claim 1, wherein said advertisement verification means is operable to verify whether said advertisement digital data of said advertisement to be prepared for a delivery in priority exist in said advertisement delivery server which is accessed currently.

Claim 23 (new): An advertisement delivery/management system as defined in claim 1, wherein said advertisement verification means is operable to determine which digital data should be delivered when said digital data of said advertisement to be prepared for a delivery in priority exist in a plurality of different forms in said advertisement delivery server which is accessed currently.

Claim 24 (new): An advertisement delivery/management system as defined in claim 1, wherein said advertisement verification means is operable to invoke a broadcast authorization information from said advertisement delivery managing means, and then to verify whether said advertisement to be prepared for a delivery in priority is within a range granted of said broadcast authorization for at least one or more of a delivery mode, a period of delivery, an area of delivery, a subject of delivery, a content of delivery service, a time zone of delivery, and age restriction of viewers, in accordance with the delivery system which is accessed currently.

Claim 25 (new): An advertisement delivery/management system as defined in claim 1, wherein said advertisement verification means is operable to verify whether it is possible to insert a run time of said advertisement digital data of said advertisement to be prepared for a delivery in priority within a range of a time-

period of an advertisement frame into which said advertisement is intended to be inserted.

Claim 26 (new): An advertisement delivery/management system as defined in claim 1, wherein said advertisement digital data change/update means is operable to change/update said advertisement digital data when it is determined to be necessary to change/update said advertisement digital data during said verification.

Claim 27 (new): An advertisement delivery/management system as defined in claim 1, wherein said advertisement digital data change/update means is operable to classify the weights of all coefficients into advertisements, by allocating predetermined coefficients, respectively, when it is authorized/unauthorized of a delivery according to a result of the verification/determination at a time of delivery by said advertisement verification means.

Claim 28 (new): An advertisement delivery/management method of delivering an advertisement according to priority on a viewer-by-viewer basis, comprising the steps of:

- delivering an advertisement to a viewer;
- managing said advertisement to be delivered to said viewer in accordance with a priority; and
- storing advertisement digital data of said advertisement to be delivered, into an advertisement database,

wherein said step of managing advertisement includes the steps of: verifying a particularity of said advertisement to be delivered; and

- changing/updating said advertisement digital data stored in said advertisement database,

wherein said step of verifying includes the steps of:

- calculating an authorization coefficient for said particularity of said advertisement to be delivered; and
- determining, based on said calculated authorization coefficient,

whether a delivery of said advertisement to be delivered is authorized by (a) verifying a broadcast authorization information pre-registered for said advertisement to be delivered, and a specific condition to be determined at a time of a delivery of said advertisement to be delivered, and/or (b) verifying whether a category, a product or an advertiser of an advertisement to be prepared for a delivery in priority is matched with a requirement of a currently accessing program provider, or of a program into which said advertisement is to be inserted, and/or (c) verifying whether a program or a program type, into which said advertisement to be prepared for a delivery in priority is inserted, is an insertion-rejection program or an insertion-rejection program type by an advertiser of said advertisement.

Claim 29 (new): An advertisement delivery/management method as defined in claim 28, wherein said step of verifying further includes a step of verifying whether said advertisement digital data of said advertisement to be prepared for a delivery in priority exist in said advertisement delivery server which is accessed currently.

Claim 30 (new): An advertisement delivery/management method as defined in claim 28, wherein said step of verifying further includes a step of determining which digital data should be delivered when said digital data of said advertisement to be prepared for a delivery in priority exist in a plurality of different forms in said advertisement delivery server which is accessed currently.

Claim 31 (new): An advertisement delivery/management method as defined in claim 28, wherein said step of verifying further includes the steps of invoking a broadcast authorization information from said advertisement delivery managing means, and then of verifying whether said advertisement to be prepared for a delivery in priority is within a range granted of said broadcast authorization for at least one or more of a delivery mode, a period of delivery, an area of delivery, a subject of delivery, a content of delivery service, a time zone of delivery, and age restriction of viewers according to the delivery system which is accessed currently.

Claim 32 (new): An advertisement delivery/management method as defined in claim 28, wherein said step of verifying further include a step of verifying whether it is possible to insert a run time of said advertisement digital data of said advertisement to be prepared for a delivery in priority within a range of a time-period of an advertisement frame into which said advertisement is intended to be inserted.

Claim 33 (new): An advertisement delivery/management method as defined in claim 28, wherein said step of changing/updating is to change/update said advertisement digital data when it is determined to be necessary to change/update said advertisement digital data during said verification.

Claim 34 (new): An advertisement delivery/management method as defined in claim 28, wherein said step of changing/updating is to classify the weights of all coefficients into advertisements, by allocating predetermined coefficients, respectively, when it is authorized/unauthorized of a delivery according to a result of the verification/determination at a time of delivery in said step of verifying.

Claim 35 (new): An advertisement delivery/management system for delivering an advertisement according to priority on a viewer-by-viewer basis, which includes an advertisement delivery server for delivering an advertisement to each of viewers, advertisement delivery management means for managing said advertisement to be delivered from said advertisement delivery server to each of said viewers based on a priority, and an advertisement database for storing advertisement digital data of said advertisement to be delivered from said advertisement delivery server, said advertisement delivery/management system, comprising:

advertisement-delivery priority management means for determining a priority-determining coefficient of an advertisement for a client;

advertisement-authorization management means for determining said advertisement for said client, and an authorization coefficient of said advertisement, respectively; and

advertisement delivery means for delivering said advertisement to said client,

wherein said advertisement delivery means is operable to determine an advertisement delivery schedule in accordance with said priority-determining coefficient determined by said advertisement-delivery priority management means and said authorization coefficient determined by said advertisement-authorization management means, and to deliver said advertisement and a particularity of said advertisement to said client in accordance with said determined advertisement delivery schedule.

Claim 36 (new): A method of delivering an advertisement according to a priority on a client-by-client basis, comprising the steps of:

determining a priority-determining coefficient of an advertisement for a client;

determining said advertisement for said client and an authorization coefficient of a particularity of said advertisement;

determining an advertisement delivery schedule in accordance with said determined priority-determining coefficient and said determined authorization coefficient; and

delivering said advertisement for said client and said particularity of said advertisement in accordance with said determined advertisement delivery schedule.

Claim 37 (new): An advertisement delivery/management system for delivering an advertisement according to priority on a viewer-by-viewer basis, which includes an advertisement delivery server for delivering an advertisement to each of viewers, advertisement delivery management means for managing said advertisement to be delivered from said advertisement delivery server to each of said viewers based on a priority, and an advertisement database for storing advertisement digital data of said advertisement to be delivered from said advertisement delivery server, said advertisement delivery/management system, comprising:

designated-advertisement detection means for detecting whether there is

a designated-advertisement for an advertisement frame;

designated-advertisement priority determination means for determining the priority of a designated-advertisement when said designated-advertisement detection means detects one or more of said designated advertisements in said advertisement frame in accordance with a detection result of said designated-advertisement detection means;

spot-advertisement priority determination means for determining a priority of a spot advertisement when there is no designated-advertisement in said advertisement frame in accordance with a detection result of said designated-advertisement detection means; and

advertisement-authorization management means for determining said advertisement for said client, and an authorization coefficient of a particularity of said advertisement, respectively,

wherein said advertisement and said particularity of said advertisement are delivered to said client in accordance with the priority determined by said designated-advertisement priority determination means or the priority determined by said spot-advertisement priority determination means, and in accordance with the authorization coefficient determined by said advertisement authorization management means.